

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37368  
**Alt Order #:** 08869747  
**Product Desc:** issue  
**Estimate:** 1848  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 09/21/12 / 10/01/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency**  
**Name:** Great American Media  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** DSCC  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	26	\$76,650.00	\$65,152.50
10/01/12	10/01/12	13	\$19,300.00	\$16,405.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	26	\$76,650.00	\$65,152.50	0.00
October 2012	13	\$19,300.00	\$16,405.00	0.00
<b>Totals</b>	<b>39</b>	<b>\$95,950.00</b>	<b>\$81,557.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KLAS	30%	\$95,950.00
Market	100%	\$319,833.33

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$79,958.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$15,991.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/25/12	10/01/12	CBS This Morning 7-9a	CM	7-9a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
CBS This Morning															
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--			2			\$1,200.00		0.00			
E 4	8	10/01/12	10/01/12		CM	9-10a	M-----	:30	1	\$950.00	LV1	0.00	NM	1	\$950.00





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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	8	09/26/12	09/26/12	Wed 9-10p Criminal Minds	CM	9-10p	--W----	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00
C.S.I.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$18,000.00		0.00			
E 16	8	09/28/12	09/28/12	Fri 8-9p CSI: NY	CM	8-9p	----F--	:30	1	\$8,500.00	LV1	0.00	NM	1	\$8,500.00
CSI NY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$8,500.00		0.00			
E 17	8	09/27/12	09/27/12	Thu 10-11p Elementary	CM	10-11p	---T---	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
THE GOOD WIFE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$7,500.00		0.00			
E 18	8	09/25/12	10/01/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	MTWTF--	:30	4	\$2,500.00	LV1	0.00	NM	4	\$10,000.00
8 NEWS NOW AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					2	\$2,500.00		0.00			
Week:		10/01/12	10/07/12	M-----					2	\$2,500.00		0.00			
E 19	8	09/29/12	09/30/12	8 News Now 11p Sa/Su 8 News Now Sa/Su 11p	CM	11-1135P	-----SS	:30	1	\$1,100.00	LV1	0.00	NM	1	\$1,100.00
8 NEWS NOW AT 11PM-WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----SS					1	\$1,100.00		0.00			
E 20	8	09/25/12	10/01/12	Letterman Letterman	CM	1135p-1237a (11:35 PM-12:37 XM)	MTWTF--	:30	3	\$950.00	LV1	0.00	NM	3	\$2,850.00
LATE SHOW W/LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					3	\$950.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	09/25/12-10/01/12		Letterman		1135p-1237a	(11:35 PM-12:37MTWThF----	:30		<del>(\$950.00)</del>		0.00	NM		
See MG 20.4															
4	8	09/25/12-10/01/12		Letterman		1135p-1237a	(11:35 PM-12:37MTWThF----	:30		\$950.00		0.00	NM		
(M) MG for 20.1 10/01															
N 21	8	09/29/12	09/29/12	ACC Football ACC Football	CM	930a-12n	-----S-	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					2	\$2,500.00		0.00			
N 22	8	09/29/12	09/29/12	Politics Now S Sebelius Politics Now S Sebelius	CM	Various	-----S-	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$1,000.00		0.00			
N 23	8	09/29/12	09/29/12	Sat 4-5p Whacked Sports Whacked Out Sports 2X's	CM	4-5p	-----S-	:30	2	\$400.00	LV1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					2	\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	09/24/12-09/30/12		Sat 4-5p Whacked Sports		4-5p	-----Sa--	:30		<del>(\$400.00)</del>		0.00	NM		
Credited moved to 37459															
2	8	09/24/12-09/30/12		Sat 4-5p Whacked Sports		4-5p	-----Sa--	:30		<del>(\$400.00)</del>		0.00	NM		
Credited moved to 37459															
N 24	8	09/29/12	09/29/12	Sat 1135p-1235a Priv Prac Private Practice	CM	1135p-1235a	-----S-	:30	1	\$250.00	LV1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$250.00		0.00			
N 25	8	09/29/12	09/29/12		CM	12.35a-1.35a	-----S-	:30	1	\$150.00	LV1	0.00	NM	1	\$150.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat 1235-135a DaVinci In														
Da Vinci Inquest														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1		\$150.00			0.00			
N 26	8	09/25/12	10/01/12	8 News Now 4-5a	CM	4-5a MTWTF--	:30	5	\$200.00	LV1	0.00	NM	5	\$1,000.00
8 News Now 4-5a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		5		\$200.00			0.00			
N 27	8	09/30/12	09/30/12	Game Time/UNLV	CM	1135p-1205a -----S	:30	1	\$150.00	LV1	0.00	NM	1	\$150.00
Game Time/UNLV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1		\$150.00			0.00			
											Totals		39	\$95,950.00